



2011 Utah Tourism at a Glance*

- Traveler spending for 2011 is estimated to be \$6.8 billion
- 2011 Traveler spending is estimated to have generated \$890 million in state and local tax revenues
- Estimates of tourism arrivals were 22.0 million
- Estimated 124,059 jobs in travel and tourism-related industries
 - 82,584 Direct tourism jobs
 - 41,475 Indirect & Induced tourism jobs
- 75% of Utah's visitors come from the Western United States. Top markets include:
 - California
 - Colorado
 - Idaho
 - Nevada
 - Texas
 - Arizona
- Top international markets include:
 - Canada
 - United Kingdom
 - France
 - Japan
 - Australia
 - Mexico
 - Germany
 - Brazil
- 6.3 million recreation visits were made to Utah's five national parks during 2011. Another 5.0 million recreation visits occurred at Utah's seven national monuments, two national recreation areas, and one national historic site.
- 4.8 million visitors enjoyed Utah's 43 state parks
- 20.0 million passengers arrived at Salt Lake International Airport during the year
- Utah's 14 ski resorts hosted 3.8 million skier days during the 2011/12 season
- 413,196 visitors stopped at Utah's six Welcome Centers
- 62.7% statewide hotel/motel occupancy rate
- For every \$1 invested in advertising the average 2011 ROI in tax dollars to the state was \$4.39

*These figures are estimates which may be revised once final year-end figures become available.

Sources: Utah Governor's Office of Planning and Budget; D.K. Shifflet & Associates Ltd.; Strategic Marketing & Research, Inc.; National Park Service; Utah State Parks and Recreations; Ski Utah; Utah Department of Transportation; Utah State Tax Commission; Utah Department of Workforce Services; Salt Lake International Airport; U.S. Department of Commerce; Rocky Mountain Lodging Report; Census Bureau American Fact Finder; Utah Governor's Office of Economic Development – Office of Tourism